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ABSTRACT

This illustrated handbook was prepared for adult basic education (ABE) coordinators and teachers and is suggested for use in new teacher orientation, in-service education, or as resource material. The ABE concerns of recruitment of adults for programs, retention of students, and rewards for those completing the program are discussed with many "do" and "don't" tips listed. The seventeen-page appendix includes examples of recruitment materials aimed for newspapers, radio and television, letters, posters, fliers and billboards, and door-to-door campaigning. (SC)

THE 3 R'S

RECRUITMENT
RETENTION
REWARD

OF ADULT BASIC EDUCATION

ED 083450

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Written by
Vicki Pike

Illustrated by
Rocky Ball

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THE 3 'S

RECRUITMENT – RETENTION – REWARD

OF

ADULT BASIC EDUCATION

ABOUT THE AUTHOR

Vicki Pike recently completed her M.Ed. in Adult Education at Georgia Southern College, Statesboro, Georgia. Her experience in ABE has been gathered as a teacher and as a graduate assistant helping to conduct in-service training and summer workshops for teachers and coordinators. The material in this handbook was compiled as a result of her field experience with the Region IV ABE Staff Development Project.

ABOUT THE ILLUSTRATOR

Rocky Ball is an art major at Georgia Southern College. His cartoon characters appear regularly in the George-Anne, the weekly college newspaper.

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PREPARED BY GEORGIA SOUTHERN COLLEGE FOR
DISSEMINATION THROUGH THE
ABE STAFF DEVELOPMENT
NETWORK OF THE GEORGIA
DEPARTMENT OF EDUCATION

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FOREWORD

The most talked about concerns in Adult Basic Education today are the 3R's: Recruitment, Retention, and Rewards. This monograph is designed to give the professional as well as the layman a guide to success in meeting these needs.

The material in this handbook is not an extensive research attempt, but rather a selection of materials collecied to meet the needs of Georgia's Adult Basic Education program. These materials were by a graduate assistant in Adult Education for the Georgia Adult Basic Education Staff Development Project, to be disseminated throughout the state and to other interested persons or projects.

I think this handbook will be underlined, highlighted, "dog-eared," and shared by people charged with the responsibility of developing ABE programs in their locals. Its readability and clarity of purpose will make it a must for every recruiter, teacher, and administrator.

It does not claim to be the ultimate in saving your program. It will only be as useful as the person who uses it. But for the dedicated, it will be a most helpful tool!

Dr. V. ED BROWN
Assistant Professor
Adult Education
Georgia Southern College
Statesboro, Georgia

INTRODUCTION

This handbook has been prepared for

ABE Coordinators and
ABE Teachers

Hopefully the information which has been presented informally will offer guidance in attacking the three R's of ABE:

RECRUITMENT
RETENTION
REWARD

It should be of service to:

–ABE Programs
for new teacher orientation, for in-service education programs and as resource material for coordinators and teachers

–Teacher Training Institutions
as an introduction to recruitment, retention and reward techniques for ABE

–Every interested reader!

ON RECRUITMENT

I would like you to meet Abe and Abegail. They can be found in every community. They range in age from 16 to 60 or older. They represent every race and ethnic group. They are like you and me in many respects and yet they are also very different. Their attitudes toward education set them apart from many Americans. They have been classified as the educationally deprived, the functionally illiterate and the socially disadvantaged. They are the main target for recruitment into ABE programs.

Why is so many Abe's and Abegail's sit at home or roam the streets jobless and undereducated; the helpless victims of poverty and despair? Why is it they are the last ones hired for jobs and the first ones fired? Why must they depend on welfare or food stamps for their existence? Why do they fill charity wards or leave physical ailments untreated?

Surely they know that all Americans can get an education if they want! Surely they know that without an education jobs are hard to find! Surely they know that a good education is one key to success!

Abe and Abegail should know these facts and yet through the years their unfortunate circumstances have closed their minds to the importance and the

desire to become informed, educated and productive. Possibly they feel they are too old to learn because they failed once before. Possibly they grew up in an environment where education was either scorned or difficult to obtain. There are many reasons why their education has been neglected or avoided.

The task of recruiting Abe and Abegail is not easy. They have a stored up supply of resistance to education.

Let us now look at some of the possible methods to use in recruiting adults for ABE programs.

DO Send out door-to-door recruiters who understand Abe and Abegail. These recruiters must be able to sell their product ABE.

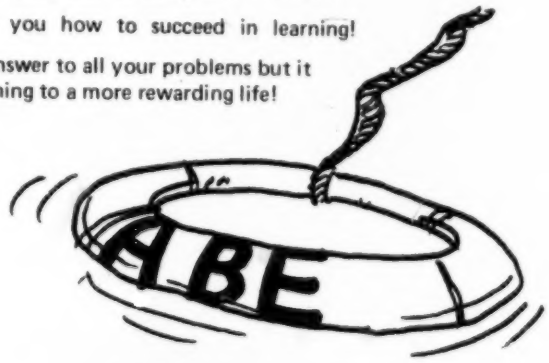
WHO are successful ABE recruiters?

1. Former ABE students who are from the same target population.
2. People who understand Abe and Abegail (i.e. ministers, ABE teachers, VISTA volunteers, social workers).
3. People who believe in ABE and know what benefits it provides.

4. People who are good salesmen and are not willing to take NO for an answer.

WHAT must these recruiters tell Abe and Abegail?

1. ABE can help you!
2. ABE can give you some of the basic skills needed to find a job or get a better job.
3. ABE can help you learn to read and work with figures better!
4. ABE can be the beginning of job training programs!
5. ABE classes are a good place to make new friends!
6. ABE cares about you!
7. ABE can show you that learning can be fun!
8. ABE can show you how to succeed in learning!
9. ABE is not the answer to all your problems but it can be the beginning to a more rewarding life!
10. ABE is FREE! All you have to give is your time and effort!



DO Conduct a through Recruitment campaign utilizing a variety of methods! Abe and Abegail can hear about ABE from:

Newspaper advertising.
Radio and TV advertising.
Letters sent directly to them or people who can inform them.
Fliers and billboards.
Personal appearances made at various organizational meetings by people who are involved in ABE.

DO Spread the word about ABE in every possible manner. The benefits of this program must become known by the whole community. Community support can help fill ABE classes.

ON RETENTION

Abe and Abegail have jumped the first hurdle; they have registered for an ABE class. Now a major burden rests on the shoulder of the teacher. The teacher plays an important role in supplying the necessary ingredients needed to develop

a friendly, encouraging, and rewarding learning atmosphere that will draw the adults to class each week. It's the teacher's job to help Abe and Abegail fall in love with ABE.

TO BEGIN WITH HAVE A SUCCESSFUL FIRST CLASS (some useful suggestions)

1. Go to class with an open-mind; welcome the adults as equals not as inferiors.

2. Make sure the room has been comfortably arranged, a variety of recreational reading materials are on hand, and the essential classroom supplies have been provided.

3. Provide an informal registration period. Use simple forms to illicit only the necessary information. Help those unable to complete the form.

4. Provide name tags to help "break the ice."

5. Include an informal get acquainted period.

-Allow each student to introduce himself to the class.
-Or break the students into pairs; each person must find out about the other; the pairs then take turns introducing their partners.

6. Possibly provide a speaker (i.e. ABE coordinator, superintendent of schools, prominent citizen) to formally welcome the students and give highlights about the value of the ABE program.

7. Try to have a reporter come to take pictures for the local paper.

8. Break up into small groups to discuss reasons for attending class, and activities they would like to do as a group.

9. End with a social – refreshments! If the first class is enjoyable they will want to come back!

THROUGHOUT THE YEAR:

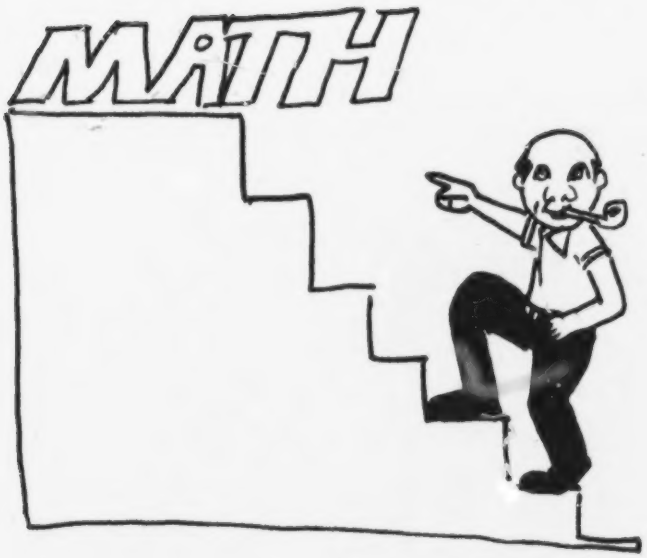
DO Treat them as adults!

DON'T Treat them as children!

DO Find out their educational goals.

DON'T Assume they will want to learn all subjects equally.

DO Help them make a realistic plan for accomplishing their educational goals.



DON'T Expect rapid learning (sometimes adults who have been out of school for many years take a little longer at educational tasks).

DO Let them find success in every learning task. Give sincere praise. Just a word or two of praise, a wink, a pat on the back or an appreciative smile can work wonders.

DON'T Let them become frustrated for they will never come back.

DON'T Ridicule! These adults have been torn down time and time again in the past. As a teacher you must work to make these adults feel good about themselves.

DO Find out their educational handicaps (reading level, mathematical skill) informally and individually during the first few sessions.

DON'T Give them a test the first night or you'll never see them again. (They will be willing to be formally tested after they build up self confidence and trust in the teacher.)

DO Periodically check their progress. Keep good records on work they have completed. They do not want to waste time by repeating material. Each

student should have his own personal folder showing his educational goals, test results, and accomplishments. Good record keeping is important!

DO Make their learning experiences meaningful to their everyday lives. Adults want to learn things that can help them on their job, at home, and in social situations.

DO Alternate the kinds of learning activities. Utilize lecture, group discussion, role play, individualized instruction, question and answer sessions, buzz groups, etc. Some adults work better alone, others excell in group activity. Remember variety is the spice of life!

DON'T Be overly structured! Teachers of adults must be very flexible!

DO Provide materials for enjoyment (magazine, playing cards, films, records, tapes).

DON'T Make them just work, work, work.

DO Show a sense of humor! Be their friend. Let them know you are good natured, cheerful, and capable of laughing with them and at yourself.

DO Listen to their problems, asparations, fears, likes and tall tales. If they

know you care about them and sincerely want to help they will make every effort to come to class.

DO Have them share their experiences and knowledge with the class.

DON'T Make them feel they know nothing. After all many have raised families, encountered endless life experiences and developed interesting hobbies.

DO Be tolerant of their beliefs, customs, and mannerisms. Many of these adults may reject middle class values. Accept them for what they are! We are all different; this makes for a more interesting world.

DO Plan for their physical comfort:

-Provide comfortable chairs and informal seating arrangements.
-Keep the classroom at the proper temperature and humidity for adult comfort.
-Keep the classroom well ventilated and well lighted.
-Eliminate outside disturbances if possible.
-Stimulate their cooperation in keeping the room attractive.
-Have a refreshment center handy or let the students share the responsibility of bringing in snacks.
-Some adults might need glasses or hearing aids, as age tends to weaken these senses. Some may need to be encouraged to seek professional help to correct their hearing or seeing problems. Sometimes

these services can be provided free depending on their personal circumstances.

DO Anticipate and plan ahead. Nothing is more boring than an unprepared teacher!!! A teacher must plan—evaluate—plan constantly in order to provide the most stimulating learning atmosphere possible.

FINALLY Because each ABE class setting is different the teacher must be creative enough to develop additional DO's and DON'Ts for his or her adult students.

ON REWARD

Abe and Abegail have stayed in class because they have:

1. Found success in their educational endeavors!
2. Had an understanding and sincere teacher!
3. Found that learning can be fun and helpful!
4. Felt secure in their ABE classroom!
5. Found answers to some of their personal problems!
6. Developed a sense of pride in their ability to achieve in the classroom!
7. Made new friends!

8. Received praise and recognition from the teacher, fellow students, families, friends and employers!
9. Been a contributing member to the success of the classroom!
10. Been accepted as an individual!

IN ADDITION

DO Plan some way to recognize their educational achievement. Award certificates, write letters of praise to their employers and families, and possibly plan a special class function at the end of the year.

Abe and Abegail will definitely be REWARDED if they find success. And:

- "Every man has an equal chance to become greater than he is."
- "The secret of success can be stated in nine words: Stick to it. Stick to it, Stick to it."
- "The first step to a bigger success always has been success where you are now."[1]

[1] Teacher's Treasury of Stories for Every Occasion, Compiled by Dale Baughman, 1958, Prentice-Hall, Inc.

APPENDIX

Material in the Appendix was gathered while conducting a fall 1972 research project on ABE recruitment techniques for the Adult Education Division at Georgia Southern College. The examples of recruitment materials were donated by ABE Coordinators in Georgia and Tennessee. Other sources are listed in the Bibliography.

REWARDS

There are several ways to reward ABE students. Students want to feel successful during the year and should receive continual praise from the teacher. The students will reap internal reward by knowing they can do the work assigned and then progress to more difficult tasks. At the end of the year teachers can send letters of praise to employers and families. Special graduation exercises can be held and certificates can be awarded to recognize completion in the ABE program. Graduates from any educational program are always proud to display diplomas and ABE students should not be excluded from receiving this reward.

The Board of Public Education for Savannah
and Chatham County

Certificate

This Certifies

That _____ has satisfactorily completed

Level _____

ADULT BASIC EDUCATION

This _____ day of _____, One Thousand

Nine Hundred and _____.

_____ TEACHER

Floyd E. Morris

FLOYD E. MORRIS COORDINATOR
Director Community Education

THE NEWSPAPER

What better avenue of free publicity is there than the local newspaper! Most ABE coordinators use the newspaper to promote their programs. However, articles are often hard to find. Much can be done to improve newspaper coverage. By keeping ABE in the news readers will be continually informed about the value of the program.

HELPFUL HINTS FOR NEWSPAPER PUBLICITY

I. Write in newspaper style

1. Every story should include:
   a. lead – answers who, what, where, why, how
   b. body – expands the lead
2. Correctness is essential
3. Use common and familar words. (20 words or less in a sentence).
4. The story should be short enough to attract attention and long enough to cover the subject.
5. Names and pictures of local people have special appeal.

II. Things to keep in mind.

1. Ask reporters to come and get their story. These stories get better coverage.
2. Send in articles written in newspaper style.
3. Include pictures whenever possible.
4. Have prominent local people (mayors, school principals, etc.) endorse ABE in the news.
5. Keep ABE in the news all year long.
6. Use follow-up stores on successful ABE students.
7. Put ads near the classified section or television listings.
8. Get good publicity during Adult Education week.
9. Publish stories about other adult education programs in other areas.

NEWS RELEASE

Adult Education _____ classes will begin Tuesday, September 18 at the following locations: _____ Elementary, _____ High, _____ Church. These classes are for persons sixteen years of age or older who have not completed their high school education. Adults may study reading, writing, English, math, science, history and also prepare for the high school equivalency exam. (GED)

A morning class taught by _____ will met at the _____ on Monday and Wednesday from 9:00 A.M. to 12 noon.

There is no charge for materials or instruction - _____. If you, or a friend would like to take advantage of this opportunity, come to these classes. For more information call _____, Adult Education _____.

_____ Learning Center is open Monday thru Friday 8:00 A.M. to 9:00 P.M. except Friday afternoons closing time 4:00 P.M. The center is located on _____.

NEWS RELEASE

LIFE IS LEARNING --THE MAN WHO STOPS LEARNING IS DEAD

An Adult Basic Education Program, Sponsored by your school system will be offered this school year entirely free of charge.

The purpose of the program is to enroll any adult, 16 years of age or older, who is not enrolled in public schools, that he or she will have the opportunity to receive the basic skills in Reading, Writing and Mathematics. The Adult will begin at the level at which he or she is and may advance at his or her own rate. Textbooks will also be furnished free of charge. In addition to the above classes you will be able to prepare for the G.E.D. exam to receive a high school diploma.

Present plans are for the program to begin September 19 (Tuesday) at 9 A.M. for day classes and at 7 P.M. for night classes. These classes are to meet each Tuesday and Thursday for 3 hour periods. A total of 200 hours is suggested for the year.

It is advisable that adults interested in this program complete the application blank as soon as possible. This is a real opportunity for you to improve or complete your education at no charge.

Classes will be held at suitable locations or at one central location, depending upon need.

If you have further questions or would like to enroll by phone call _____ now.

NEWSPAPER AD

FOR ADULTS ONLY

THE INTELLIGENT PLACE TO BE

KNOX COUNTY SCHOOLS

ADULT EDUCATION CLASSES

IN EVERY COMMUNITY

START TODAY! PHONE 523-2137

LAST YEAR: 1734 ADULTS ATTENDED KNOX COUNTY ADULT EDUCATION CLASSES.

112 EARNED DIPLOMAS.

NEWS RELEASE

Mayor of Bainbridge, Walter Cox, looks over the new material for modern math that is being used at the Central Learning Center for the Adult Basic Education program for Decatur County.

The course is for all people 18 years old or over who want to seek more education, and is taught by Robert Baggs, also pictured.

Basic education program reopens

The Adult Basic Education program for Decatur County is reopening this fall for all people eighteen or over who want to seek more education. Mr. Robert Baggs will again be the instructor for the classes. He holds a BS degree in Education from the University of Florida and has done graduate work in Adult Education and Reading at Valdosta State College. Mr. Baggs is certified by the State Department of Education in the teaching of reading.

Day Classes

The day classes will be held at the Central Learning Learning Center and taking the GED test. This test can be taken at any time the student is ready, regardless of class or number of hours. In many cases it is faster than the high school program. In some cases it is slower. The staff at the Central Learning Center encourages students to stay in the regular high school until they have talked with a high school counselor and Mr. Baggs. The Adult Education program may or may not be the best route to take. All Bainbridge High School students must talk to a counselor and Mr. Baggs before they will be allowed to enroll at the Learning Center.

RADIO AND TELEVISION

Who doesn't listen to the radio or watch television sometime during the day? Most will agree that these two mediums entertain and inform us many hours daily. ABE coordinators should make use of radio and television's desire to promote worthwhile programs as a public service.

SOME IDEAS TO CONSIDER

1. Have prominent citizens endorse ABE on the air.

2. Keep the radio spots short but attention getting. Using jingles or catchy phrases helps attract attention. Have these taped so they can be used again and again.

3. Request the radio station to run a specific number of plays of your announcement. For example:
   a. 3 weeks before classes begin have the station play the spot once every 4 hours.
   b. two weeks before classes begin to intensify to once every 2 hours.
   c. during the final week play once an hour.
   d. If this frequency is not possible just remember the more air play the announcement gets, the better the chances of reaching your target population.[1]

4. Find out what programs your target population enjoy the most and air your announcements at these times.

5. Research has shown that your target population are prime TV viewers. Make use of the TV public service announcement programs to sell the ABE message.
   a. for multiple station exposure, request that the station make a video film of the announcement to be shown as frequently as possible.

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[1]Appalachian Adult Basic Education Demonstration Center, Recruitment Kit, Morehead, Ky.

30 second radio announcements.

#1.
ABE Coordinator: This is _____. I urge you to accept my warm invitation to complete your education! Adult Basic Education classes are offered FREE through the _____ School Department! So, decide NOW to get your eighth grade diploma. Learn to speak English! Learn to read and figure! Attend Adult Basic Education classes in your neighborhood. Telephone my office, at _____.

#3.
ABE Coordinator: This is _____. You know folks, with living costs going higher and higher, one of the best things in life is still free--Adult Basic Education! You can get your eighth grade diploma, learn to speak English, improve your ability to read and to figure--and you may accomplish all this in FREE Adult Education classes of the _____ School Department! Call the Department at _____.

RADIO ANNOUNCEMENT

30 Seconds

ANNOUNCER: The best things in life are free!

And, the very best is EDUCATION!

You CAN get that eighth grade diploma . . . learn to speak English . . . improve your reading and math NOW . . . through the _____ School Department. Classes day and evening.

Write or visit: Adult Basic Education Department, Monday through Friday.

Telephone . . . , extension

Public Service Announcements.

FOR RADIO STATION

30 Seconds

ANNOUNCER: Do you know the score? You'll be batting 100 when you complete your education!

Accept your invitation to learning from the _____ School Department NOW. Learn to read, write, figure! Earn your eighth grade diploma in FREE Adult Basic Education classes.

Telephone the Adult Education Departments - at_____ _____. The Adult Education Department is at _____ Street.

You may attend convenient Adult Basic Education classes in your neighborhood.

LETTERS

Letters! Send some letters! This adds the personal touch of informing people in the community about ABE. Letters sent before ABE classes resume in the fall can spread goodwill and bring in new students.

WHO SHOULD RECEIVE THESE LETTERS AND WHY

1. Former students
   —many will rejoin class
   —many will pass the word to friends

2. Local employers
   —undereducated employees can be encouraged to join class

3. School principals
   —ABE can be mentioned at PTA meetings to lure undereducated parents to join class

4. Ministers
   —they are concerned about the education of their congregation

5. Local agency administrators (Welfare Office, Public Health, M.D.T.A., Employment Office, Family and Children Services, C.A.C., N.Y.C., etc.)
   —they are in contact with adults needing ABE

6. Chamber of Commerce
   —this agency is responsible for informing the community of worthwhile programs

7. Possible students
   —names received from local agencies, ministers, principals, employers, etc.
   —address letter received to the recipient and not to occupant

ADULT EDUCATION DEPARTMENT

November, 1973

_____ Coordinator

TO LOCAL BUSINESS AND INDUSTRIES

Dear Manager:

Our free adult education programs provided for employees of local business and industry may have been called to your attention. The cost of the Adult Basic Education (ABE) and English as a Second Language (ESL) programs for foreign speaking persons is assumed by the Adult Education Office of the _____ School Department. We supply certified teachers and materials, all free of charge. Several business and industrial plants in the _____ area are participating in our program. We also prepare adults for the 8th grade equivalency certificate.

We establish and conduct classes in Adult Basic Education for those employees who cannot read, write or speak English, as well as employees who left elementary school before completing the eighth grade. Classes are available in every neighborhood and more classes can be arranged as they are needed. We invite you to make suggestions.

A representative from our Department will call on you to discuss this program. We are especially interested in discussing with you Adult Basic Education programs and will be pleased to call at an appointed time. Please use the form below for your convenience. I look forward to hearing from you.

Sincerely,

Supervisor
Adult Basic Education

Please use this form for your convenience

I am _____ am not _____ interested in _____ Adult Basic Education Program.

I would _____ would not _____ like a representative of the _____ Adult Education Department to meet with me.

If not interested, please explain briefly:

NAME_____TITLE_____

BUSINESS ADDRESS_____TELEPHONE_____

Adult Basic Education Department

Dear Student:

A dvance in the right direction.
B etter your opportunities.
E nroll in an ABE class.

E nglish as a
S econd
L anguage

Adult Basic Education (ABE), English as a Second Language (ESL), and Post-ABE (high school level) are offered, free of charge as usual, in your neighborhood. Read the enclosed flyer carefully and enroll now in your neighborhood, in your work location, or in any class most convenient for you.

Registration is open. Enroll at any time and in as many classes as you wish.

Now is the time to complete or upgrade your education!

Now is the time to learn English if you are a foreign language speaker.

We are ready! Are you? Your ABE teacher looks forward to welcoming you.

Sincerely,

Supervisor, Adult Education

CLASSES OPEN OCTOBER 2, 1972

YOU MAY ENROLL AT ANY TIME

Adult Basic Education Department

Coordinator of Adult Education

Dear Pastor:

Kindly bring to the attention of your congregation - and others - the _____ Plan for Adult Basic Education, a copy of which is enclosed.

We plan to enroll all who have not earned the eighth grade diploma, and prepare them for the equivalency diploma. They may enroll in the Community School in your area, or in any other facility that is more convenient and available - a church community room, a settlement house, recreation agency, etc.

A class will be organized for as few as 10 persons and as many as 20. As many classes will be established as there are individuals who wish to enroll.

Teachers, instructional materials, and tuition are all free.

Please feel free to use all methods of communication to appraise people of this opportunity. Also contact me at any time for any purpose.

Thank you for your interest and cooperation.

Respectfully yours,

Coordinator of Adult Education

POSTERS, FLIERS AND BILLBOARDS

These three promotional devices can be used to attract the attention of adults needing ABE. They should be colorful enough to catch the eye and forceful enough to help recruit students.

POSTERS AND FLIERS

1. should be colorful and imaginative (use cartoon figures, pictures or jingles)
2. provide the necessary information to tell about the when and where of your program
3. display posters:
   a. shop windows, banks, post offices, schools, welfare offices, employment service offices, grocery stores, community action program facilities, factories, churches and wherever else you find appropriate
4. distribute fliers:
   a. mail to prospective students
   b. have them put in grocery bags at the supermarkets
   c. have door-to-door recruiters deliver these by hand to the hard to reach adults in poverty areas
   d. have them distributed to parents at PTA meetings
   e. stack them in likely locations next to the posters

BILLBOARDS

1. These should also be attractive, informative and attention getting.
2. When billboard space is not "booked up" outdoor advertising companies will often display public service announcements
   a. billboards would be an excellent recruitment tool to use during adult education week
3. One city has ABE moving billboards displayed on the city buses!

POSTERS, FLYERS

WAYCROSS ADULT EDUCATION PROGRAM

WANTED: 100 ADULTS WHO HAVE NOT COMPLETED THEIR ELEMENTARY EDUCATION

WANTED: 100 ADULTS WHO HAVE NOT COMPLETED HIGH SCHOOL

Classes are starting Wednesday, November 15, for both day and night classes to help all adults receive their elementary (grades 1 - 8) and high school education (grades 9 - 12). If you have not completed your elementary and high school education and would like to do so, please complete the interest inventory below and return it to Adult Education, 1200 Colley Street, Waycross, Georgia, 31501. If you would like a better job, earn more money, understand the sweeping changes taking place in this country and the rest of the world act now. Call 283-1312 for further information or come to the Colley Street Trade School for further information. Don't delay - act today. These programs are sponsored by the Waycross City Board of Education.

NAME_____

ADDRESS_____

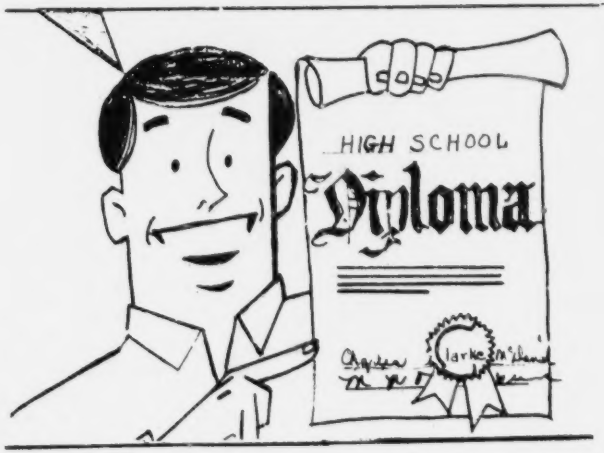
TELEPHONE_____ LAST GRADE ATTENDED_____

ELEMENTARY_____ HIGH SCHOOL_____

APPROVED FOR VETERANS BENEFITS.

BASIC & SECONDARY ADULT EDUCATION
1200 Colley Street
Waycross, Georgia 31501
Telephone: 283-1312

DO YOU NEED THIS?



YOU CAN GET IT.

We can't pull rabbits out of a hat!

BUT—

we can help people out of a rut!

ENROLL IN YOUR LOCAL

ADULT BASIC EDUCATION CLASS!

DOOR–TO–DOOR CAMPAIGNING

The most successful tool of recruitment, door-to-door campaigning, is unfortunately done by less than 50% of the ABE programs in Georgia. However, ABE projects nationwide including Adult Armchair in Pennsylvania, Project Communi-Link in Colorado, Project Homebound in Montana, and the Recruitment Project in Banks County Georgia, have all reported the success of door-to-door recruitment campaigns conducted by paid paraprofessional recruiters or in some cases by volunteers. Project Homebound's project rested on the axiom: "If the persons in need of education could not or would not come to class, the educator should go to him." Adult Armchair states that "indirect recruitment methods including (tv, radio, newspapers) have a minimal impact on the potential participants because it can be easily rejected." This project feels that indirect methods can only be used to supplement door-to-door campaigning done by recruiters who are trained not to take no for an answer.

The Adult Armchair project lists the following qualifications of good recruiters:

1. they must conform to the norms of the target population in age, sex, race and education.
2. they must be able to express to each potential student the importance of joining the education program.
3. they must be familiar with good salesmanship techniques and be prepared for anything.

The Georgia Recruitment Project has stated:

"Without adequate recruitment we can not change the life styles of the undereducated adult. Without personal recruitment those at the lowest level of poverty are usually not reached."

Some programs have utilized volunteer recruiters who include ABE teachers, ABE teacher-aides, former ABE students, VISTA volunteers, and concerned citizens who have a common committment to the betterment of undereducated adults.

Hopefully this type of recruitment tool will be utilized by more ABE programs in the future. However, special funds must be allocated to pay for the services of paraprofessional recruiters. When these funds are not available ABE coordinators should seek out volunteers who are willing to knock on doors and spread the ABE message.

NARRATIVE DESCRIPTION OF RECRUITMENT GIVEN BY ABE STUDENT RECRUITER:

Preparation: Received permission from elementary schools to go through files of children's parents – notes taken from all who did not finish high school as to last grade attended and location where they; any other research to find dropouts.

Put information into brief form as to location, etc., and tried to contact all people in that vicinity at or on the same trip.

Approach: Meet people, usually knock on door, tell person something about where I live, work, and who I am.

Usually make some remarks about something of interest in the house to get them to talking about themselves or children. I act interested in anything of interest to them, children, hunting, cooking, gardening, etc. and get them to talking about themselves.

Tell them about the adult classes and explain what a good opportunity it would be for them to get their high school diploma. Mention the fact that all materials are free, and try to get them to commit themselves to at least try to come for one night to see exactly how our classes work and operate. Usually tell them that I have been attending classes and how much I enjoy going.

NARRATIVE DESCRIPTION OF RECRUITMENT BY AN ABE TEACHER AIDE RECRUITER:

When I realized that I had accepted the job of recruiting people who had not finished high school to attend ABE classes in our small town, I was excited, but frustrated – HOW? Where does one start to find the people? I believed I could "sell" them if I could find them. I wanted to convince them that learning has always been and still is such fun!

I truly believe that people "sit in darkness" who cannot read. Without meaning to be pious, I began to pray for guidance as to where and how to reach these people. I pondered several days before I made any attempt. Then the thought of visiting nearby county stores, leaving handbills (furnished by_____ office) to be posted about the classes. I added my name and phone to these. I asked the storekeepers for names of people who needed this opportunity. I did the same at leading stores in town; the stores, cafes, etc. also in the negro section. I visited the managers of the industrial plants who were very cooperative. I had special brochures (from_____staff) explaining the class with places for the interested ones to sign. I gathered these later and made a personal contact. I visited all the ministers, both black and white, leaving the brochure with an appeal for all eligible persons to avail themselves of this opportunity. The

ministers echoed the appeal. The announcement was made via radio and local papers.

Soon my telephone was ringing and I was making appointments to visit. Wherever I went I asked for names of other interested people. Then one would tell another. Most of the people knew me because of my having done substitute teaching throughout the county; therefore, they believed in me. After the ground word was laid the names just came in. Few people I visited rejected the opportunity.

This has been a most rewarding experience!!

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